

Online and On Target for New Growth

The need to upgrade their operations turned into a golden opportunity for Thai printer Advanced Printing Services to take their business to new heights, thanks to Fuji Xerox's FreeFlow WebService.

At A Glance

The Challenge

- Operational adjustments entailed the creation of an automated system for business
- Transitioning from offset to digital workflows required a system to integrate and maximise both printing methods
- Personalised marketing a necessity to add value and competitive edge to services

The Fuji Xerox Solution

- FreeFlow Web Service mounted a 24/7 web server for commerce, connecting products and services to customers in an accessible and attractive print shop
- 700 DCP and Oris Press Matcher simplified the hybrid offset-digital workflow while increasing capacity for print material production
- XMPie uDirect® Studio provided an advanced yet user-friendly interface for producing variable printing data

The Results

- APS integrated with other subsidiary companies in a fully wired online business, expanding its customer base while saving on resources
- 60% of inkjet proofs converted to digital proofs, decreasing turnaround time while achieving superior colour results
- Value added for customers with variable printing data made available for their print requirements

A subsidiary of the Technology Supply (TS) Group, Advanced Printing Services Company Ltd. (APS) is a professional offset print provider. APS is a one-stop shop for its customers with its full service range of graphic design, pre-press, press, and post-press systems. Priding themselves on the high quality of its output, APS' print products range from corporate and industrial manuals to promotional print media.

The Challenge

Downsizing required upgrading. Faced with a shortage of staff, the APS management team sought to take the business to the next level, even with diminished human resources. This meant automating operations, but in a way that would help APS tap into new markets while maximising existing business structures.

On the brink of a new printing era. The shift of the printing industry from offset to digital workflow presented a second growth opportunity for APS: not only to upgrade their existing technology, but to also optimise the transition by offering an integrated approach to both digital and offset printing.

Personalised marketing: harnessing the competitive edge. A buzzword throughout the industry, one-to-one marketing wasn't just a fad for APS. Variable data printing



(VDP) would bring a new and attractive feature in APS' arsenal of services. However they needed a special solution, one that was comprehensive yet flexible, enabling them to provide personalised marketing services to their clients that were ahead of the game.

The Fuji Xerox Solution

Extensive support and knowledge-sharing.

Fuji Xerox Thailand stood apart from other competitors in the dedicated assistance of its sales, specialist, and business development teams. APS benefited especially from the team's expertise of the latest developments in digital print, assuring the printer that the Fuji Xerox solution was on the pulse of the future.

Seamless round-the-clock service.

To maximise the structural changes in office operations, the Fuji Xerox team proposed the FreeFlow Web Service, a business workflow management software programme specifically designed for the printing industry. Flexible and easily manageable, the application utilised a dedicated web server to mount and maintain an online print shop. Through Web Services, print providers could create, customise, order, print, and deliver jobs in one streamlined operation, staying connected to their customers 24/7.

Colour expansion and integration.

To upgrade its print infrastructure, APS employed the industry-leading 700 Digital Color Press (700 DCP). Celebrated for the vibrancy and precision of its colour production, the 700 DCP also had an extensive capacity for various stacking, stapling, and folding configurations. In addition, the Oris Press Matcher was utilised to further ensure flawless colour consistency. The impressive colour management system used an automated process to convert colour spaces from multiple sources—inkjet proofing, offset press production, and digital printing—to a common destination target.

Targeting the right message for the right audience.

Lastly, Fuji Xerox equipped APS with its own suite of VDP tools to harness the wave of personalised marketing. A powerful and comprehensive VDP solution, the XMPie uDirect® Studio created effective and impactful communications through advanced

variable data image personalisation and graphs and charts based on individual recipient data. The software programme provided a level of ease and versatility in managing variable data software, unmatched by Fuji Xerox competitors.

The Fuji Xerox Answer

- FreeFlow Web Service
- 700 Digital Color Press
- Oris Press Matcher Software
- XMPie uDirect® Studio

The Results

Integrating services, expanding business.

Through FreeFlow Web Service, APS enabled its parent company, the TS Group, to mount an e-commerce platform that fully integrated its other businesses: apart from APS, the website also encompassed Sign-A-Rama (TS Group's Signage shop franchise), its Spectroscope distributor, and premium goods supplier. This attractive and always-accessible online shop thus opened a new distribution channel, expanding the company's customer base.

Saving costs on time, labour, and resources.

The Web Service also transformed previously labour-dependent tasks like file collection into one-click operations on its online shop, enhancing response time while streamlining the workflow. Efficiency was likewise enhanced in colour production and turnaround time. The 700 DCP produced print jobs faster and with higher colour quality, as the Oris Press Matcher enabled the office to switch 60% of its proofing process from inkjet to digital proofs.

Value-added benefits for customers.

APS' new capacities for VDP and direct mailing met customer requirements with impressive accuracy, and increased the value of both their digital and offset static applications.

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